GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:231
ANSWERED ON:09.08.2005
PRODUCTION EXPORT OF TEA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the criteria to fix the target for the annual production of tea;

(b) if so, the details thereof alongwith the target achieved during the last three years;

(c) whether the production of tea has been declining;

(d) if so, the reasons therefor;

(e) whether the fall in production has affected on the export of tea;

(f) if so, the details thereof alongwith the action taken to check decline in tea production; and

(g) the steps taken by the Government to increase production and export of tea?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRIKAMALNATH)

(a) to (g): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (g) OF LOK SABHA STARRED QUESTION NO. 231 FOR ANSWER ON 9th AUGUST 2005 REGARDING PRODUCTION/EXPORT OF TEA.

(a) & (b):The annual target for production of tea is based on an assessment made by the Tea Board taking into account past trends in production besides projected domestic and export demands. The volume of production of tea during the last few years is as follows:-

Year	Production (in million kgs)
2001-02	851.41
2002-03	845.97
2003-04	850.49

The production of tea during 2004-05, as per preliminary estimates, is around 831 million kg, which is expected to be revised as the data collection methodology is under review.

(c) & (d): Over the last few years, tea`production in India has not shown any major variation. During April-May 2005, the production of tea was higher by about 21 million kgs as compared to the corresponding period of last financial year.

(e):No,Sir.

(f): Does not arise.

(g): As a part of the 10th Plan programme, Tea Board is implementing a Plantation Development Scheme through which financial assistance is being extended for measures aimed at increasing production such as replantation, rejuvenation, irrigation, extension of tea area in the small grower sector in the North East Region, and Uttaranchal, setting up of self help groups amongst small growers for increasing the productivity from the small holdings etc. Government has also sanctioned a scheme for providing incentives for production of orthodox teas from out of the special fund created with collections of additional excise duty on tea. Tea Board has proposed a major programme for replantation and rejuvenation of the old tea bushes across the country. The detailed costing and modalities of funding this large programme are under examination.

Steps taken to increase exports of tea include implementation of a medium term export strategy, encouraging production of quality teas especially orthodox type of teas, participation in major trade fairs/exhibitions abroad, lending promotional support to Indian exporters in marketing Indian brands, field sampling at specialty stores and in principal markets, exchange of tea delegations,

launching media campaigns to increase consumer awareness, etc. Further, in order to maintain quality and retain the brand equity of Indian teas, the Government has issued a new Tea (Distribution and Export) Control Order, 2005 under the provisions of the Tea Act, 1953 on 01.04.2005 in supersession of the Tea (Distribution and Export) Control Order, 1957. The new Order prescribes strict norms for tea and stipulates that all teas, whether imported or exported, would be required to conform to the specifications cited in the new Order.